

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; *
 * furnishing and decorating; gardening and horticulture; food and major appliances. *
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* The CALENDAR will furnish free to yearly subscribers an accurate list of editors *
 * who cover every phase of the home furnishings field on national trade and con- *
 * sumer publications. Non-subscribers pay \$25 for this list. Personnel changes *
 * and additions are published weekly. Avail yourself of this invaluable service. *
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* One of our important functions is to clear dates so that conflicts will not *
 * arise. Check with us as to available times before scheduling your next affair. *
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* Events are listed without charge in the CALENDAR for approximately six weeks in *
 * advance. Let us have your listing as early as possible so that we may help you *
 * to avoid conflicts in dates and give you increasingly better service. New events, *
 * last minute changes and revisions are added each week as scheduled. *
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* KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food; *
 * G - Gardens; HF - Home Furnishings; M - Miscellaneous. *
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Apr. 19 10:30 A.M. Breakfast	PRESENTATION BREAKFAST HF. A breakfast will be held for the presentation of citations to members of the Jury of Awards and others who contributed outstanding efforts in Colonial Drapery & Curtain Corp's International Fabric Design Competition. The citations are being awarded by Paris Decorators and the presentations will be made in their executive offices. By invitation only. Publicity for Colonial, Franklin Fisher, MU. 4-7038.	PARIS DECORATORS	151 EAST 24TH STREET
Thursday Apr. 19 Luncheon	MONTHLY LUNCHEON HF. Gladys Miller will be the speaker at the monthly luncheon of the Philadelphia branch which will be held at the Drake Hotel. Contact: Lucille Clarke, Pub. Rel., Drake Hotel, Spruce St., Phila., Pa.; Publicity: Florence Fleischer, James Lees & Sons Carpet Co., Bridgeport, Penna.	HOME FASHIONS LEAGUE	PHILADELPHIA, PA.
Thursday Apr. 19 3:00 P.M.- 7:00 P.M. Cocktails	PREVIEW FOR DECORATORS HF. A cocktail party for decorators will be held at Murals, Inc. to present five new hand-made wall decorations designed by James Seeman and James Patton. Also a first showing of ten repeat papers designed by James Seeman. By invitation only. Contact: Mr. Seeman or Betty Carpenter, EV. 4-7543.	MURALS, INC.	501 MADISON AVENUE
Thursday April 19 Just out	NEW WINDOW SHADES HF. A new line of "Decorator" window shades is now available. Formal and informal prints to sell for less than \$3; pastels, matching and complementing current decorator fabrics and wall coverings, for less than \$4; self-colored and contrasting stripes for less than \$5; up to 6 feet by 3 feet. Wider widths to 48" are available at increased cost. Publicity: Jessie M. Weaver, MU. 3-9440.	COLUMBIA MILLS, INC.	COUNTRYWIDE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Apr. 19 Just out	NEW MULTIPURPOSE CABINET <u>HF.</u> Designed to suit today's living arrangements, a multiple purpose combination cabinet and table has just been put on the market by this company. It consists of a cabinet on high slender legs and a table 22" deep which pushes under the cabinet to form a desk, bar or serving table. There are shelves above for china and glass, books, bottles or for ornaments. It is available in three styles: English in mahogany finish; Modern in limed oak or Provincial in light walnut. The table section, which pulls completely out, seats four as it is 40" by 22"; it is equipped with three leaves and then seats 8 people. The unit is available through decorators from Feldman Bros. Publicity: Ann Ruggles, Virginia Burdick Public Relations, OR. 4-6462.	FELDMAN BROS., INC.	403 EAST 62ND STREET
Apr. 19- Apr. 26	<u>HF.</u> JAMESTOWN SPRING FURNITURE MARKET, FURN. MFRS. BLDG., JAMESTOWN, N. Y. CONTACT: PAUL E. DENNY, FURN. MFRS. BUILDING, JAMESTOWN, N. Y.		
Thursday Apr. 19- Apr. 28	NEW BUILDING NOW OPEN <u>HF.</u> For the first time Grosfeld House has opened its doors to the public in its new quarters at the above address. One entire floor is devoted to the display of modern furniture, another new departure for this manufacturer. Complete rooms by the country's leading decorators, interior designers and architects display furniture which ranges from English 18th Century, Directoire, Victorian, Regency and Provincial to today's Contemporary and Modern. All furniture shown is manufactured by Grosfeld House; all carpeting by T. F. Firth of England; fabrics by F. Schumacher, Stroheim & Romann, Greeff Fabrics, J. H. Thorp; Howard & Schaffer; wallpaper by Katzenbach & Warren, Jackson Ellis, Bassett & Vollum and F. Schumacher. Publicity: Doris A. Weston Fashion Counselors, 405 E. 54th Street, PL. 9-5844.	GROSFELD HOUSE	215 EAST 58TH STREET
Friday Apr. 20 10:00 A.M. Breakfast	PRESS BREAKFAST <u>HF.</u> The first formal showing for the press of a new collection of ceramic lamps and accessories manufactured by Design-Technics will be held on this date. Publicity for Design-Technics, Franklin Fisher, Franklin Fisher Associates, MU. 4-7038.	LAMPLAND, INC.	579 SIXTH AVENUE
Apr. 20- Apr. 29	<u>HF.</u> INDIANAPOLIS HOME SHOW, INDIANAPOLIS, INDIANA. CONTACT: J. FRANK CANTWELL, 1456 NO. DELAWARE STREET, INDIANAPOLIS, IND.		
Apr. 21-22	<u>M.</u> FIRST PART OF PASSOVER.		
Apr. 21- Apr. 28	<u>B;HF.</u> GREATER READING HOME & BUILDING SHOW, FAIR GROUNDS, READING, PA. CONTACT: CLARENCE L. EBERT, 22 NO. FIFTH STREET, READING, PENNSYLVANIA.		
Apr. 22- Apr. 26	<u>HF.</u> ANNUAL MEETING AMERICAN CERAMIC SOCIETY, PALMER HOUSE, CHICAGO, ILL. CONTACT: CHARLES S. PEARCE, 2525 NO. HIGH STREET, COLUMBUS 2, OHIO.		
Apr. 22- Apr. 28	<u>F.</u> NATIONAL RICE WEEK. SPONSOR: BEAUMONT CHAMBER OF COMMERCE, BEAUMONT, TEXAS.		
Apr. 22- Apr. 29	<u>HF.</u> MEMPHIS & MID SOUTH HOME SHOW, FAIRGROUNDS, MEMPHIS, TENNESSEE. CONTACT: FRANK STEUDLEIN, 940 STERICK BUILDING, MEMPHIS, TENNESSEE.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 23, 1951</u>			
Monday Apr. 23 7:00 P.M.	GRADUATION PARTY <u>AP.</u> All students who complete the Lecture Course are invited to be guests of A.W.N.Y. at a gala party at which the winners of the prize awards will be announced. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF NEW YORK	WALDORF-ASTORIA
Apr. 23- Apr. 28	<u>B;HF.</u> FOURTH ANNUAL BETTER HOMES EXP., WEST END AVE. ARMORY, BINGHAMPTON, N.Y. CONTACT: ROBERT T. ALLEN, HOTEL BINGHAM, BINGHAMPTON, N.Y.		
Tuesday Apr. 24 9:00 A.M.- 11:00 A.M.	SECOND DUTCH BREAKFAST <u>F.</u> This is the second in a series of breakfasts as well as being the traditional Dutch "second" mid-morning snack. Designed to introduce to trade and general press, baking chains and restaurants, the idea of using Dutch-grown poppy and caraway seeds for new flavor in familiar bakery products. Guests of honor: Dr. Willem Cnoop Koopmans, Consul General of the Netherlands in New York; Mr. A. D. Bestegreurtje, Chairman, Netherlands Chamber of Commerce in the United States. By invitation only. Contact: Thelma Weir, Publicity Associates, Inc., LO. 5-3210.	NETHERLANDS SEED SOC. AMERICAN SPICE TRADE	NETHERLAND CLUB 10 ROCKEFELLER PLAZA
Tuesday Apr. 24 10:00 A.M.- 5:00 P.M.	PRESS PREVIEW <u>HF.</u> Members of the press are invited to a preview of contemporary ceramic works of art just arrived in America from Finland. About 60 important originals will be shown: stoneware, faience and porcelain in a variety of techniques. This is the first extensive showing of its kind in America. All ceramics are from the artists' ateliers at the Arabia of Helsinki Potteries and include the work of Schilkin, Kaipiainen, Rut Bryk and so on. Publicity: Mrs. Gerry S. Harrington, Don Harrington Assoc., JU. 2-0292.	FINLAND HOUSE	41 EAST 50TH STREET
Tuesday Apr. 24- May 14 7:00 P.M.- 9:00 P.M.	LECTURE SERIES ON HOME FURNISHINGS <u>HF.</u> Four lectures, to be held on consecutive Tuesday evenings, will deal with Floor Coverings, Wall Coverings, Furniture and Accessories. There will be two speakers each evening, expert in their field. Everyone interested is urged to enroll. Speakers on April 24 will be Frederic Rahr, president of Rahr Color Clinic, and Harold Dayton, Dir. of Style and Design for Lees carpets. Fee for entire course is \$6 and enrollment is limited. Register at Art Alliance. Publicity: Florence Fleischer, James Lees & Sons Company, Bridgeport, Pennsylvania.	HOME FASHIONS LEAGUE PHILADELPHIA CHAPTER	ART ALLIANCE 251 S. 18, PHILA.
Tuesday Apr. 24 6:30 P.M. Dinner	OPEN DINNER MEETING <u>HF.</u> At an open dinner meeting Dr. W. W. Shaver of Corning Glass Works will discuss "Modern Glasses and Their Application." Tickets, \$4.25 each. Contact: Elizabeth M. Dralle, 20 West 8th Street, New York 11, N.Y.	INDUS. DESIGNERS INST.	HOLLAND HSE. TAV.
Wednesday Apr. 25 9:00 A.M.- 12:00 M.	PRESS BREAKFAST <u>HF.</u> Please note change of date. A preview has been tentatively scheduled of Rullel Wright's new collection of contemporary furniture, designed for "easier living," and shown in settings created by Mr. Wright exclusively for Modernage to dramatize the theme. Featured are a "Living Room in Sutton Place," a "Bedroom in Westchester" and an "Apartment in Greenwich Village." The store window is focused on the Wright's latest book "Guide to Easier Living." Invitations will be sent out as soon as this date is definite. Publ.: Virginia Burdick, Virginia Burdick Pub. Rel., OR. 4-6462.	MODERNAGE FURNITURE CORP.	16 EAST 34TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Apr. 25 4:30 P.M. Cocktails	PRESS PREVIEW <u>HF.</u> A preview for the press of two new Fashion Trend Groups of modern bedroom furniture designed by Edmond J. Spence for Johnson-Carper Furniture Co. of Roanoke, Virginia will be held on this date. Featured will be unique new base treatments for one group; mahogany strips inlaid in korina panels for the other; the new no-hardware look for both. Photographs will be available. Publicity: Alma Zaiss, PL. 9-2900.	SPENCE STUDIOS	910 FIFTH AVENUE
Apr. 25- Apr. 28	<u>HF.</u> CHARLOTTE OBSERVER HOME SHOW AND EXPOSITION, CHARLOTTE, N. C. CONTACT: F. E. CRAWFORD, CHARLOTTE OBSERVER, CHARLOTTE, N. C.		
Thursday Apr. 26 3:00 P.M.- 7:00 P.M.	PRESS OPENING <u>HF.</u> A press showing of Deering Davis' original new line of contemporary furniture and furnishings will be featured at the opening of Sherrill Furniture Corporation's new building and antique galleries. Everything in fine home furnishings will be displayed under one roof - traditional, modern, rare originals and replicas, imported reproductions. By invitation only. Publicity: John Kelly, Publicity Contact Service, 30 Vesey Street, CO. 7-3875.	SHERRILL FURNITURE CORP. 201 EAST 56TH STREET	
Thursday Apr. 26 3:30 P.M.	FORUM AND DISCUSSION <u>HF.</u> The Hunter College Dept. of Home Economics will serve as hosts to home economics student representatives of high schools of New York City, Westchester and Nassau County at a Home Furnishings Forum and Panel Discussion. The Panel discussion will be led by members of the Home Furnishings class, which recently furnished a model apartment for under \$2,000. Elsa Rich of Engel's Modern, 399 Rockaway Ave., Brooklyn, will exhibit the children's room setting from this apartment for which her store supplied furniture and accessories. Guy Monypenny, of "Living for Young Homemakers" will demonstrate the use of "Color and Style in the Home." Dr. Grace B. Gerard will lead a general discussion of the problems involved in furnishing the small metropolitan home. Publicity for Engel's Modern, Gerry Engel, DI. 2-8767.	HUNTER COLLEGE	695 PARK AVENUE
Apr. 27-28	<u>M.</u> SECOND PART OF PASSOVER.		
Apr. 28- May 6	<u>HF.</u> SAN ANTONIO HOME SHOW, SAN ANTONIO, TEXAS. CONTACT: G. A. GODFREY, CHAMBER OF COMMERCE BLDG., DALLAS, TEXAS.		
Apr. 28	<u>HF.</u> INTERNATIONAL TEXTILE EXPOSITION, LILLE, FRANCE, TO MAY 20.		
Apr. 29- May 5	<u>HF.</u> NATIONAL COTTON WEEK SPONSOR: NATIONAL COTTON COUNCIL OF AMERICA, 271 CHURCH ST., NEW YORK 13.		
Apr. 29- May 5	<u>E.</u> NATIONAL HOME DEMONSTRATION WEEK SPONSOR: EXTENSION SERVICE, U. S. DEPT. OF AGRICULTURE, WASHINGTON, D.C.		

WEEK BEGINNING MONDAY, APRIL 30, 1951

Monday Apr. 30	COMPETITION CLOSES <u>M.</u> The closing date for nominations for the annual John Wesley Hyatt Award for outstanding achievement in the field of plastics has been postponed from April 2 because of unusual conditions. Entry blanks may be obtained by writing William T. Cruse, The Society of the Plastics Industry, 67 W. 44th St., N.Y.C. 17. Publicity: Langdon P. Williams, MU. 7-2675.	SOC. OF THE PLASTICS IND.	67 WEST 44TH ST.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Apr. 30- May 4	TWENTIETH ANNIVERSARY CONFERENCE & EXHIBIT <u>HF.</u> Open to all decorators and members of allied professions and trades, this year's conference has as its theme "Interior Decoration Comes of Age!" A stimulating program has been planned for April 30, May 1-2. The Trade Exhibit will continue through May 4 and will be held in the Civic Auditorium where it will be open to the public on May 3 and 4. A series of rooms designed by members for Grand Rapids furniture manufacturers will be on view at the Grand Rapids Furniture Museum, as well as photographic displays. Information and reservations; Natl. A.I.D. Headquarters, 41 East 57th Street, New York 22, N.Y.; Publicity: Albert M. Leach, Alfred Auerbach Assoc., CO. 5-7805.	AMERICAN INSTITUTE OF DECORATORS	PANTLIND HOTEL GRAND RAPIDS, MICH.
Monday Apr. 30- May 5	EASTERN STATES ANTIQUES FAIR <u>HF.</u> Emphasis will be placed on Early American antiques at this 32nd Antiques Fair. Hours, 1 to 11 P.M., daily, closing Saturday at 6 P.M. Contact: C.J. & C.B. Nuttall, TE. 8-6830.	C.J. & C.B. NUTTALL 660 MADISON AVENUE	WESTCHESTER COUNTY CENTER, WHITE PLAINS
Apr. 30- May 11	<u>HF.</u> BRITISH INDUSTRIES FAIR, BIRMINGHAM AND LONGON, ENGLAND. CONTACT: BRITISH INFORMATION SERVICES, 30 ROCKEFELLER PLAZA, CI. 6-5100.		
Tuesday May 1- May 5	HOME PROGRESS EXPOSITION <u>HF.</u> The 16th Annual New Haven Home Progress Exposition, under the sponsorship of the New Haven Register, will be held on these dates and will feature a Furniture and Fashion Fair. Contact: Milton Cottler, 220 Park Street, New Haven, Connecticut.	NEW HAVEN REGISTER	NEW HAVEN ARENA
May 1- May 31	<u>F.</u> MILK FESTIVAL. SPONSOR: AMERICAN DAIRY ASSOCIATION, 20 N. WACKER DR. BLDG., CHICAGO 6, ILL.		
May 2- May 6	<u>HF.</u> DULUTH ANNUAL HOME SHOW, DULUTH, MINNESOTA. CONTACT: DON BELLOW, 907 ALWORTH BLDG., DULUTH 1, MINNESOTA.		
May 3- Sept. 30	<u>M.</u> FESTIVAL OF BRITAIN, BATTERSEA PARK, LONDON, ENGLAND. CONTACT: BRITISH INFORMATION SERVICES, CI. 6-5100		
May 6- May 9	<u>HF.</u> WESTERN VARIETY STORE MDSE. SHOW, CIVIC AUDIT., SAN FRANCISCO, CALIF. CONTACT: KAY LEBER, DIR., 1355 MARKET ST., SAN FRANCISCO 3, CALIFORNIA.		
May 6- May 12	<u>HF.</u> NATL. CUTLERY WEEK, SPONSOR: ASSOC. CUTLERY INDUSTRY OF AMERICA; LEWIS D. BEMENT, SECTY., DEERFIELD, MASS. PUBL.: MARION ALLEN, MU. 2-8645.		

ADVANCE DATES AND NOTICES

Monday May 7 Going on	NEW SERVICE <u>HF.</u> A new "gift by wire" service will be inaugurated on this date. By means of a tie-up between Western Union, participating stores and Telegift, Inc. a consumer can telephone or call at his local Western Union station, hand in a message, gift selection and address of recipient. Western Union telegraphs the message and instructions to its office in the recipient's city. The store is advised to deliver the merchandise, gift-wrapped, and the recipient is notified to expect delivery. The sender pays Western Union for the message and Telegift for the merchandise at the established retail price. Contact: Daniel N. Sangster or Fred Sandblom, MU. 8-4357.	TELEGIFT, INC.	40 EAST 49TH STREET
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 8 10:00 A.M.	PRESS BREAKFAST <u>HF.</u> A preview for the home furnishings, decorating and applied arts press will be held by invitation only to see the new Murals, Inc. showroom and five new hand-made wall decorations designed by James Seeman and James Patton. Also to see a first showing to the press of twelve repeat wall-papers designed by Mr. Seeman. Publicity: Florence Brobeck, MU. 8-8197.	MURALS, INC.	501 MADISON AVENUE
May 8- May 12	<u>M.</u> MEMPHIS COTTON CARNIVAL ASSOCIATION. CONTACT: WM. L. QUINLEN, JR., 547 NO. MAIN ST., P.O. BOX 302, MEMPHIS, TENN.		
May 9- May 11	<u>B.</u> AMERICAN INSTITUTE OF ARCHITECTS, EDGEWATER BEACH, CHICAGO, ILL. CONTACT: E.R. PURVES, 1741 NEW YORK AVENUE N.W., WASHINGTON 6, D.C.		
May 9- May 13	<u>HF;B.</u> EL PASO HOME SHOW. CONTACT: G.A. GODFREY, PRES., CHAMBER OF COMMERCE BUILDING, DALLAS, TEXAS.		
Wednesday May 9 3:00 P.M.	WEDGWOOD EXHIBIT <u>HF.</u> An exhibition of early Wedgwood pottery will be opened on this date by the Right Honorable the Lord Mayor of London, Mr. Alderman Denys Lowson, MA., L.C.C. at a showing at 34 Wigmore St. by invitation only. From then on, until September 30, it will be open weekdays, 10 A.M. to 12:30 P.M.; 2 P.M. to 5 P.M. and Saturdays, 10 A.M. to 12 Noon. Contact: The Secretary, Josiah Wedgwood & Sons Ltd., Barlaston, Stoke-on-Trent, England.	JOSIAH WEDGWOOD & SONS	LONDON, ENGLAND
Thursday May 10 5:00 P.M.- 7:00 P.M.	SPRING CARNIVAL <u>M.</u> The League will hold its annual Spring cocktail party for fund-raising purposes on this date. Members are urged to come and bring their families and friends. Tom Lee has generously consented to do the decorations for this party and he and Dorothy Harrower are making plans. Merchandise contributions for prizes will be welcome as always. Invitations will be in the mail shortly. Tickets will soon be on sale at \$3.75 each covering two drinks and a door prize chance, through the League offices 441 Madison Avenue. Contact: Jane Scriven, Chairman, PL. 3-5200 and Page Daugherty, Co-Chairman, MU. 2-1490.	HOME FASHIONS LEAGUE	PARK-SHERATON
May 10- May 13	<u>HF.</u> TULSA HOME SHOW, ONEY'S COLISEUM, TULSA, OKLAHOMA. CONTACT: MRS. GEORGE WILDER, EXEC. SECTY.-TREAS., 1035 HUNT BLDG., TULSA, OKLAHOMA.		
May 12- May 19	<u>F.</u> NATIONAL FROZEN FOOD WEEK. SPONSORS: NATL. FROZEN FOOD PACKERS, 1415 K ST., WASH., D.C.; NATL. WHOLESALE FROZEN FOOD DIST., 60 E. 42ND, N.Y.C.		
May 12- May 20	<u>B.</u> METROPOLITAN LOUISVILLE HOME SHOW, MERCHANTS & MANUFACTURERS BLDG. STATE FAIR GROUNDS, LOUISVILLE, KY. CONTACT: JAMES G. POLK, GEN'L CHMN.		
May 12- May 20	<u>B.</u> GREATER CINCINNATI BUILDERS HOME SHOW. CONTACT: J. A. NAZ, CHAIRMAN, 907 UNION TRUST BLDG., CINCINNATI 2, OHIO.		
May 13	<u>M.</u> MOTHER'S DAY. PRESIDENTIAL PROCLAMATION.		
May 13- May 20	<u>HF.</u> SAN DIEGO NATIONAL HOME SHOW. CONTACT: JIM WILSON, 362 SPRECKELS BLDG., SAN DIEGO 1, CALIFORNIA.		
May 14- May 17	<u>HF.</u> HERSHEY ANTIQUES SHOW, COMMUNITY BUILDING, HERSHEY, PENNSYLVANIA. CONTACT: MRS. MABEL I. RENNER, 843 W. MARKET ST., YORK, PA.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 14- May 18	M. INSURANCE CONFERENCE AND SEMINARS, HOTEL STATLER, NEW YORK, N. Y. PUBLICITY: EDWARD K. MOSS, AM. MAN. ASSN., BR. 9-6055.		
May 14- May 20	HF. NATIONAL IRISH LINEN WEEK. SPONSOR: THE IRISH LINEN GUILD, 1270 SIXTH AVENUE, NEW YORK 20, N. Y.		
May 15- May 18	HF. CHICAGO ANTIQUES FAIR, SHERATON HOTEL, 505 N. MICHIGAN AVE., CHICAGO. CONTACT: DOROTHY HAZEN, 660 MADISON AVE., TE. 8-6830.		
Thursday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON FASHION GROUP HF. The spring home furnishings luncheon of this organization is open to both members (\$3.75) and guests (\$4.00). Speakers to be announced later. Melva Chesrown is Home Furnishings Chairman of the Fashion Group. Publicity: Ruth Hammer, EL. 5-6043. Contact: Fashion Group, CI. 7-3940.		BILTMORE BALLROOM
May 18- May 27	F. NATIONAL PICKLE WEEK SPONSOR: NATL. PICKLE PACKERS ASSN., 1012 NO. BOULEVARD, OAK PARK, ILL.		
May 20- May 25	HF. NEW YORK STATIONERY SHOW, HOTEL NEW YORKER, NEW YORK, N. Y. CONTACT: WM. E. LITTLE, 220 FIFTH AVENUE, MU. 9-7147.		
Wednesday May 23 12:15 P.M. Luncheon	SPRING LUNCHEON HOME FASHIONS LEAGUE HOTEL ROOSEVELT HF. The spring luncheon which heralds the promoting of Home Fashion Time will be held on this date in the Henrick Hudson Room. Master of ceremonies and speakers to be announced later. At this luncheon announcement will be made of the Home Fashion League's awards to the "Trail Blazers of 1951." Contact: Josephine Brush, PL. 5-2276.		
May 23- May 27	HF. SAN FRANCISCO WORLD TRADE FAIR, PALACE HOTEL, SAN FRANCISCO, CALIF. CONTACT: J. CLARENCE MYERS, PALACE HOTEL, SAN FRANCISCO, CALIFORNIA.		
Friday May 25- May 29 10:00 A.M. 5:30 P.M.	ANNUAL EXHIBITION N.Y. SCHOOL OF INT. DES. 119 EAST 54TH STREET HF. The annual exhibition of the work of the Design Department will go on display at the School Annex at the above address. The exhibit will be open until 9:30 P.M. on the opening day, May 25. Included in the exhibit will be scale models and renderings of residential and commercial interiors, fabric and wallpaper designs, furniture and abstract design. Contact: Gilbert Werle, New York School of Interior Design, 515 Madison Avenue, PL. 3-0578.		
May 26- June 3	HF. NEW ORLEANS HOME SHOW, NEW ORLEANS, LOUISIANA CONTACT: G. A. GODFREY, CHAMBER OF COMMERCE, BLDG., DALLAS, TEXAS.		
May 30	MEMORIAL DAY (DECORATION DAY) - TUESDAY.		
Thursday June 14 12:00 M. Luncheon	PRESS LUNCHEON AND SINGER MANUFACTURING CO. HOTEL PLAZA LOOTH ANNIVERSARY SINGER SEWING MACHINE CO. GRAND BALLROOM M. One hundred years of leadership in the manufacture of sewing machines for the home and industry will be celebrated. There will be educational, international and industrial exhibits and a dramatization of 100 years of sewing showing style changes throughout the century. By invitation only. Background material and photographs available in advance for publication with advance deadlines. Contact: Anne Cunningham, Young & Rubicam, 285 Madison Avenue, MU. 9-5000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
June 18- June 28	<u>HF.</u> SUMMER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. CONTACT: C.F. CAMPBELL, 427 EAST FULTON ST., GRAND RAPIDS 3, MICHIGAN.		
Monday June 18- June 28	INTERNATIONAL HOME FURNISHINGS MARKET	MERCHANDISE MART AMERICAN FURN. MART	CHICAGO, ILLINOIS
	<u>HF.</u> The annual summer market will be held on these dates. For the convenience of visitors to the Merchandise Mart, a new direction finder has been installed on the 15th floor. Contact: News Bureau, Mdse. Mart.		

MUSEUM, GALLERY & GARDEN NEWS

May 8- June 3	TEXTILE DESIGNS	YALE UNIV. ART GALLERY	NEW HAVEN, CONN.
	<u>HF.</u> New flower designs in textiles from Europe, the Middle East and Far East will be exhibited on the Gallery Floor. Contact: Yale University Art Gallery, New Haven, Connecticut.		

RADIO AND TELEVISION PROGRAMS

Station WAFM-TV, Birmingham 3, Alabama

10:30 - 11:00 A.M.- Shopping With Mimi - Mimi Dennis. Values, quality and actual products from Birmingham's fashionable shops are demonstrated in the home. Tues. & Thurs.

11:00 - 12:00 M. - Model Kitchen. Five professional home economists conduct the Model Kitchen, each on a different day. They demonstrate complete meal preparation, tell how to plan menus and coordinate the preparation of many different recipes. Mon. through Fri. Publicity: Lionel F. Baxter.

EDITORIAL REQUIREMENTS

For Authenticated News, 170 Fifth Ave., New York 10, N.Y.

This syndicated news service, supplying pictorial features to newspapers, farm journals, and house organs, is interested in obtaining such material dealing with home furnishings. Address Mr. Jesse Siegel. This service should also be added under "Syndicates" on List of Editors.

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes below:

Woman's Home Companion, 640 Fifth Avenue, New York 19, N.Y.
Ann Pringle is now assistant to Articles Editor Roger Dakin,

Modern Plastics, 575 Madison Avenue, New York 22, N.Y. PL. 9-2710
In addition to the publication bearing its name, this house also publishes the following trade magazines: Modern Packaging, Charles A. Breskin, Publisher; Lloyd Stouffer, Editor; Pearl Hagans, Managing Editor; and Plastics Merchandising, Charles A. Breskin, Publisher; Harold J. Highland, Editor; Morton A. Bauman, Managing Editor. Also please note change of address.

Sacramento Valley Rancher, 401 Bret Harte Road, Sacramento 19, Calif.
Please note change of address given above.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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